



WDIV

ORDER

Print Date 10/29/12

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Flight Dates **10/31/12-11/06/12**

Contract / Revision **263021 /**

Original Date / Revision
10/29/12 10/29/12

Advertiser **ISS/MI GOP**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street, NW
Suite 200
Washington, DC 20007**

Primary Account Executive
Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Product

MICHIGAN GOP 2012

Agency Com 15%

Billing Contact

**3299 K Street, NW
Suite 200
Washington, DC 20007**

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # **06396087**

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-2

Advertiser Ref

Order Share 100% Market Value 74000

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	37	\$62,900.00	\$74,000.00	0.00	10/29/12	11/06/12	37	\$62,900.00	\$74,000.00
Totals	37	\$62,900.00	\$74,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WDIV	10/31/12	11/02/12	5-6am Local News M-F CM Local 4 News Today 5-6A	CM	530-6a (5:30 AM-6:00 AM)	-- 111--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 111--		3				\$1,000.00		0.00			
2	WDIV	11/05/12	11/06/12	5-6am Local News M-F CM Local 4 News Today 5-6A	CM	530-6a (5:30 AM-6:00 AM)	11-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----		2				\$1,000.00		0.00			
3	WDIV	11/01/12	11/01/12	6-7am Local 4 News M-F CM Local 4 News Today @ 6A	CM	6A-630A (6:00 AM-6:30 AM)	--- 1---	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--- 1---		1				\$2,200.00		0.00			
4	WDIV	11/05/12	11/06/12	6-7am Local 4 News M-F CM Local 4 News Today @ 6A	CM	6A-630A (6:00 AM-6:30 AM)	11-----	:30	2	\$2,200.00	P-2	0.00	NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----		2				\$2,200.00		0.00			
5	WDIV	10/31/12	10/31/12		CM	630A-7A	-- 1----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00



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Contract / Revision **263021** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **ISS/MI GOP**

Product **MICHIGAN GOP 2012**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				6-7am Local 4 News M-F											
				Local 4 News Today @ 6a		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 1----		1				\$2,400.00		0.00			
6	WDIV	10/31/12	11/02/12	7-9am Today Show M-FCM		7-8a	-- 111--	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
				Today Show		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 111--		3				\$2,500.00		0.00			
7	WDIV	11/02/12	11/02/12	7-9am Today Show M-FCM		8-9a	---- 1--	:30	1	\$2,600.00	P-2	0.00	NM	1	\$2,600.00
				Today Show		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---- 1--		1				\$2,600.00		0.00			
8	WDIV	11/05/12	11/05/12	Noon Nws 12-1p 10/29-11/6		12-1p	1-----	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
				Noon News 10/29-11/6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1				\$2,300.00		0.00			
11	WDIV	11/02/12	11/02/12	Days Our Lives 1-2p M-FCM		1P-2P	---- 1--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				Days of Our Lives 1-2P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---- 1--		1				\$2,000.00		0.00			
12	WDIV	11/05/12	11/05/12	Days Our Lives 1-2p M-FCM		1P-2P	1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				Days of Our Lives 1-2P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1				\$2,000.00		0.00			
13	WDIV	10/31/12	11/02/12	Jeff Probst 2-3p	CM	2-3p	-- 111--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
				Jeff Probst											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 111--		3				\$700.00		0.00			
14	WDIV	11/05/12	11/05/12	Jeff Probst 2-3p	CM	2-3p	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				Jeff Probst											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1				\$700.00		0.00			
15	WDIV	10/31/12	11/02/12	Ricki Lake 3-4p	CM	3-4p	-- 111--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
				Ricki Lake											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 111--		3				\$700.00		0.00			
16	WDIV	11/05/12	11/05/12	Ricki Lake 3-4p	CM	3-4p	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				Ricki Lake											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1				\$700.00		0.00			
17	WDIV	11/05/12	11/05/12	M-F 430-5P Inside Edition	CM	430p-5p	1-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
				Inside Edition M-F 430-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1				\$4,000.00		0.00			
18	WDIV	11/01/12	11/01/12	M-F Local 4 News @ 11p	CM	11P-1135P	--- 1---	:30	1	\$7,800.00	P-2	0.00	NM	1	\$7,800.00
				11-1135P Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--- 1---		1				\$7,800.00		0.00			



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Contract / Revision **263021** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **ISS/MI GOP**

Product **MICHIGAN GOP 2012**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
18	WDIV	11/01/12	11/01/12	M-F Local 4 News @11p 11-1135P Late News	CM	11P-1135P	---1---	:30	1	\$7,800.00	P-2	0.00 NM	1	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	---1---	1		\$7,800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WDIV	10/29/12-11/04/12		M-F Local 4 News @11p See MG 18.2		11P-1135P	---Th----	:30		(\$7,800.00)		0.00 NM		
2	WDIV	10/29/12-11/04/12		11-1145p News 10/31-11/5 Ⓜ MG for 18.1 11/01 [Late news runs 11-1145p on 11/1]		11-1145p	---Th----	:30		\$7,800.00		0.00 NM		
19	WDIV	10/31/12	11/02/12	1135-1237a Tonight Leno Tonight Leno	CM	1135P-1237A	--111--	:30	3	\$3,000.00	P-2	0.00 NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--111--	3		\$3,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WDIV	10/29/12-11/04/12		1135-1237a Tonight Leno See MG 19.4		1135P-1237A	--WThF----	:30		(\$3,000.00)		0.00 NM		
2	WDIV	10/29/12-11/04/12		1135-1237a Tonight Leno See MG 19.5		1135P-1237A	--WThF----	:30		(\$3,000.00)		0.00 NM		
3	WDIV	10/29/12-11/04/12		1135-1237a Tonight Leno See MG 19.6		1135P-1237A	--WThF----	:30		(\$3,000.00)		0.00 NM		
4	WDIV	10/29/12-11/04/12		1145-1248a Tonight 10/31- Ⓜ MG for 19.1 10/31 [Tonight Show runs 1145p-1247a due to expanded late news]		1145p-1248a	--W-----	:30		\$3,000.00		0.00 NM		
5	WDIV	10/29/12-11/04/12		1145-1248a Tonight 10/31- Ⓜ MG for 19.2 11/01 [Tonight Show runs 1145p-1247a due to expanded late news]		1145p-1248a	--WThF----	:30		\$3,000.00		0.00 NM		
6	WDIV	10/29/12-11/04/12		1145-1248a Tonight 10/31- Ⓜ MG for 19.3 11/02 [TONIGHT SHOW AIRS 1145P-1247A DUE TO EXPANDED LATENEWS]		1145p-1248a	--WThF----	:30		\$3,000.00		0.00 NM		
20	WDIV	11/05/12	11/05/12	1135-1237a Tonight Leno Tonight Leno	CM	1135P-1237A	1-----	:30	1	\$3,000.00	P-2	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----	1		\$3,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WDIV	11/05/12-11/11/12		1135-1237a Tonight Leno See MG 20.2		1135P-1237A	M-----	:30		(\$3,000.00)		0.00 NM		
2	WDIV	11/05/12-11/05/12		1145-1248a Tonight 10/31- Ⓜ MG for 20.1 11/05 [Tonight Show runs 1145p-1247a due to expanded lateneWS]		1145p-1248a	M-----	:30		\$3,000.00		0.00 NM		
21	WDIV	11/03/12	11/03/12	Sat Local 4 News @ 11p Sat 11-1130P Late News	CM	11-1130P	-----1-	:30	1	\$6,500.00	P-2	0.00 NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1-	1		\$6,500.00		0.00					
22	WDIV	11/04/12	11/04/12	Sun 6-730am Loc News Sun News 6-730am	CM	Sun 6-7am (6:00 AM-7:00 AM)	-----1	:30	1	\$1,100.00	P-2	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1	1		\$1,100.00		0.00					
23	WDIV	11/04/12	11/04/12	Sun 9-10am Today Show Sun Today Show 9-10A	CM	9A-10A	-----1	:30	1	\$3,000.00	P-2	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1	1		\$3,000.00		0.00					



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Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **ISS/MI GOP**

Product **MICHIGAN GOP 2012**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
23	WDIV	11/04/12	11/04/12	Sun 9-10am Today Show Sun Today Show 9-10A	CM	9A-10A	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
24	WDIV	10/31/12	11/02/12	Jeff Probst 2-3p Jeff Probst	CM	2-3p	--111--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--111--	3		\$900.00		0.00						
25	WDIV	11/05/12	11/05/12	Jeff Probst 2-3p Jeff Probst	CM	2-3p	1-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$900.00		0.00						
Totals														37	\$74,000.00